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AUTHOR Benoit, William L.
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ABSTRACT

Designed for teachers, students and researchers of the psychological dimensions of attitude and behavior change, this annotated bibliography lists books, bibliographies and articles on the subject ranging from general introductions and surveys through specific research studies, and from theoretical position essays to literature reviews. The 42 citations are organized under the following headings: (1) general works; (2) learning theories of persuasion; (3) consistency theories; (4) social judgment/involvement; (5) information integration theory; (6) source credibility; (7) message variables; (8) compliance-gaining strategies; (9) attitude-behavior consistency; and (10) resistance to persuasion. (JG)

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PERSUASION: ATTITUDE/BEHAVIOR CHANGE

A Selected Annotated Bibliography

William L. Benoit
University of Missouri
October, 1985

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General Works

Annual review of psychology. Palo Alto: Annual Reviews. Various authors review the research on attitude change every three years. S. Moscovici (1963); McGuire (1966); Sears & Abeles (1969); Fishbein & Ajzen (1972); Kiesler & Munson (1975); Eagly & Himmelfarb (1978); Cialdini, Petty, & Cacioppo (1981); Cooper & Croyle (1984).

Eagly, A. H., & Chaiken, S. (1984). Cognitive theories of persuasion. In L. Berkowitz (Ed.), Advances in experimental social psychology, 17, 267-359. Review of theory and research on attitude change from cognitive perspectives.

Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention and behavior: An introduction to theory and research. Reading, MA: Addison-Wesley. Introduction to theory and research in attitude change--emphasis on intention is distinctive.

Greenwald, A. G., Brock, T. C., & Ostrom, T. M. (Eds.) (1968). Psychological foundations of attitudes. New York: Academic Press. A variety of theoretical approaches to attitude change.

Insko, C. A. (1967). Theories of attitude change. New York: Appleton-Century-Crofts. A critical review of theories and research on attitude change.

Kiesler, C. A., Collins, B. E., & Miller N. (1969). Attitude change: A critical analysis of theoretical approaches. New York: Wiley. A critical review of theories and research on attitude change.

McGuire, W. J. (1985). Attitudes and attitude change. In G. Lindsey & E. Aronson (Eds.) Handbook of social psychology. 3/e Reading, MA: Addison-Wesley. The most recent version of a classic literature review.

Petty, R. E., Ostrom, T. M., & Brock, T. C. (Eds.) (1981). Cognitive responses in persuasion. Hillsdale: Erlbaum. Discussions of theory and research from the cognitive response model.

Roloff, M. E., & Miller, G. R. (Eds.) (1980). Persuasion: New directions in theory and research. Beverly Hills: Sage. Includes both theoretical analyses and reviews of the literature of concepts and contexts of persuasion.

Learning Theories of Persuasion

Burgoon, J. K., Burgoon, M., & Miller, G. R. (1981). Learing theory approaches to persuasion. Human Communication Research, 7, 161-79. Literature review from a communication perspective. ERIC EJ 238 391.

Weiss, R. F. (1962). Persuasion and the acquisition of attitudes: Models from conditioning and selective learning. Psychological Reports, 11, 709-32. Theory and researchon instrumental learning and classical conditioning and persuasion.

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Consistency Theories

Abelson, R. P., et al. (1968). Theories of cognitive consistency: A sourcebook. Chicago: Rand McNally. Extensive collection of diverse perspectives on cognitive consistency.

Cartwright, D., & Harary, F. (1956). Structural balance: A generalization of Heider's theory. Psychological Review, 63, 277-93. Refinement of Heider's balance theory.

Feather, N. T. A. (1967). A structural balance approach to the analysis of communication effects. In L. Berkowitz (Ed.) Advances in experimental social psychology, vol. 3, 100-66. New York: Academic Press. A more complex variation of the Heider model with emphasis on communication.

Festinger, L. (1957). A theory of cognitive dissonance. Stanford: Stanford University Press. Classic statement of dissonance theory.

Festinger, L. (Ed.) (1964). Conflict, decision, and dissonance. Stanford: Stanford University Press. Theoretic discussion and research on dissonance. Cf. Brehm & Cohen (1962).

Heider, F. (1946). Attitudes and cognitive organization. Journal of Psychology, 21, 107-12. Initial statement of balance theory.

Insko, C. A. (1984). Balance theory, the Jordan paradigm, and the Wiest tetrahedron. In L. Berkowitz (Ed.), Advances in experimental social psychology, 18, 89-140. New York: Academic Press. Theoretic discussion and review of research of quantitative work on balance theory.

Osgood, C. E., & Tannenbaum, P. H. (1955). The principle of congruity in the prediction of attitude change. Psychological Review, 62, 42-55. Posits a formula for predicting amount of direction of change; includes change in evaluation of source of persuasive message.

Social Judgment/Involvement

Sherif, M., & Hovland, C. I. (1961). Social judgment: Assimilation and contrast effects in communication and attitude change. New Haven: Yale University Press. Initial statement of social judgment theory.

Sherif, C. W., & Sherif, M. (Eds.) (1967). Attitude, ego-involvement, and change. New York: Wiley. Articles on theory and research on attitude formation and change from the social judgment perspective.

Sherif, C. W., Sherif, M., & Nebergall, R. E. (1965). Attitude and attitude change: The social judgment-involvement approach. Philadelphia: Saunders. Elaboration of theory and research on social judgment-involvement theory.

Information Integration Theory

Anderson, N. H. (1981). Foundations of Information Integration Theory. Vol. 1. New York: Academic Press. Theory, research, and models of information integration theory.

Danes, J. E. (19). Communication models of the message belief change process. In B. D. Ruben (Ed.), Communication Yearbook 2, (pp. 109-24) New Brunswick, NJ: Transaction/ ICA. Test of three models of message-belief change.

Wyer R. S. (1974). Cognitive organization and change. Hillsdale, NJ: Erlbaum. Theory and research on formation, organization, and change of cognitions.

Source Credibility

Andersen, K., & Clevenger, T. (1963). A summary of experimental research in ethos. Speech Monographs, 30, 59-78. Review of the literature on credibility.

Berscheid, E., & Walster, E. (1974). Physical attractiveness. In L. Berkowitz (Ed.), Advances in experimental social psychology, 7, 157-215. New York: Academic Press. Review of theory and research on attractiveness.

Littlejohn, S. W. (1972). A bibliography of studies related to variables of source credibility. In N. Shearer (Ed.), Bibliographic annual in speech communication: 1971, 2, 1-40. Review of the literature on source credibility.

McCroskey, J. C., & Young, T. I. (1981). Ethos and credibility: The construct and its measurement after three decades. Central States Speech Journal, 32, 24-34. Review of research on measurement of credibilty. ERIC EJ 249 780.

Message Variables

Boster, F. J., & Mongeau, P. (1984). Fear-arousing persuasive messages. In R. N. Bostrom (Ed.) Communication yearbook 8, pp. 330-75. Beverly Hills: Sage. Review of theories and meta-analysis of data on fear appeals in persuasion.

Bradac, J. J., Bowers, J. W., & Courtright, J. A. (1979). Three language variables in communication research: Intensity, immediacy, and diversity. Human Communication Research, 5, 257-69. Literature review of language variables and communication and persuasion. ERIC EJ 215 828.

McCroskey, J. C. (1969). A summary of experimental research on the effects of evidence in persuasive communication. Quarterly Journal of Speech, 55, 169-76. Literature review on evidence and persuasion.

Compliance-Gaining Strategies

Marwell, G., & Schmitt, D. R. (1967). Dimensions of compliance-gaining behavior: An empirical analysis. Sociometry, 30, 350-65. Initial study of compliance-gaining strategies.

McLaughlin, M. L., Cody, M. J., & Robey, C. S. (1980). Situational influences on the selection of strategies to resist compliance-gaining attempts. Human Communication Research, 7, 14-36. Study of resistance to compliance-gaining strategies. ERIC EJ 236 348.

Miller, G., Boster, F., Roloff, M., & Seibold, D. (1977). Compliance-gaining strategies: A typology and some findings concerning effects of situational differences. Communication Monographs, 44, 37-51. Situational analysis of compliance-gaining strategies.

Attitude-Behavior Consistency

Cushman, D. T., & McPhee, R. D. (Eds.). (1980). Message-attitude-behavior relationship. New York: Academic Press. Diverse essays on the relationship between attitudes and behavior.

Schuman, H., & Johnson, M. P. (1976). Attitudes and behavior. Annual Review of Sociology, 2, 161-207. Review of the literature suggesting that there is attitude-behavior consistency.

Seibold, D. R. (1975). Communication research and the attitude-verbal report-overt behavior relationship: A critique and theoretic reformulation. Human Communication Research, 2, 3-32. Methodological critique of research on attitude-behavior discrepancy.

Wicker, A. W. (1969). Attitudes vs. action: The relationship of verbal and overt behavioral responses to attitude objects. Journal of Social Issues, 25, 41-78. Review of the literature suggesting that attitudes are not highly related to behavior.

Resistance to Persuasion

Burgoon, M., Cohen, M., Miller, M. D., & Montgomery, C. L. (1978). An empirical test of a model of resistance to persuasion. Human Communication Research, 5, 27-39. Model of resistance based on critical response set and target of criticism. ERIC EJ 207 809.

McGuire, W. J. (1966). Inducing resistance to persuasion Some contemporary approaches. In L. Berkowitz (Ed.) Advances in experimental social psychology. vol. 1, 191-229. New Haven: Yale University Press. General review of resistance to persuasion and McGuire's inoculation theory.

Tannenbaum, P. H. (1967). The congruity principle revisited: Studies in the reduction, induction, and generalization of persuasion. In L. Berkowitz (Ed.), Advances in experimental social psychology, vol. 5, 270-320. Resistance to persuasion informed by congruity theory (Osgood & Tannenbaum, 1955).

Entries followed by ERIC EJ numbers are journal articles indexed in Current Index to Journals in Education. Articles may be obtained through your library; in most cases, reprints are also available through University Microfilms International.